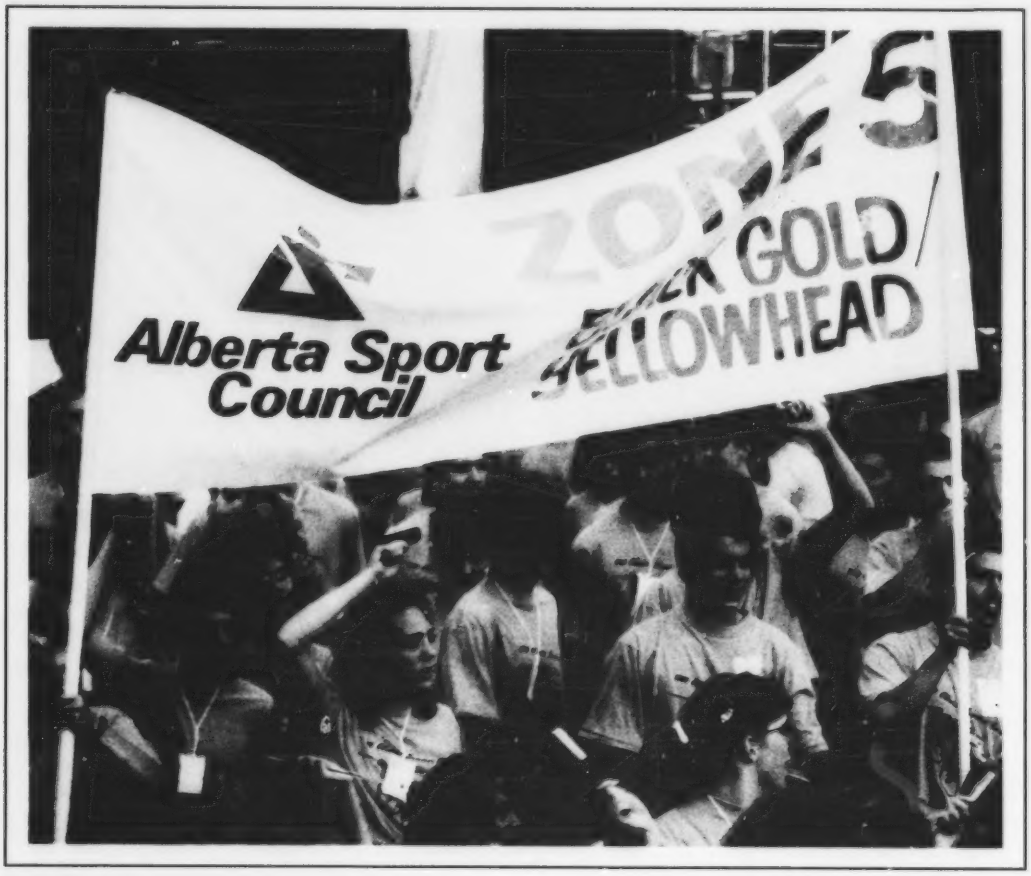
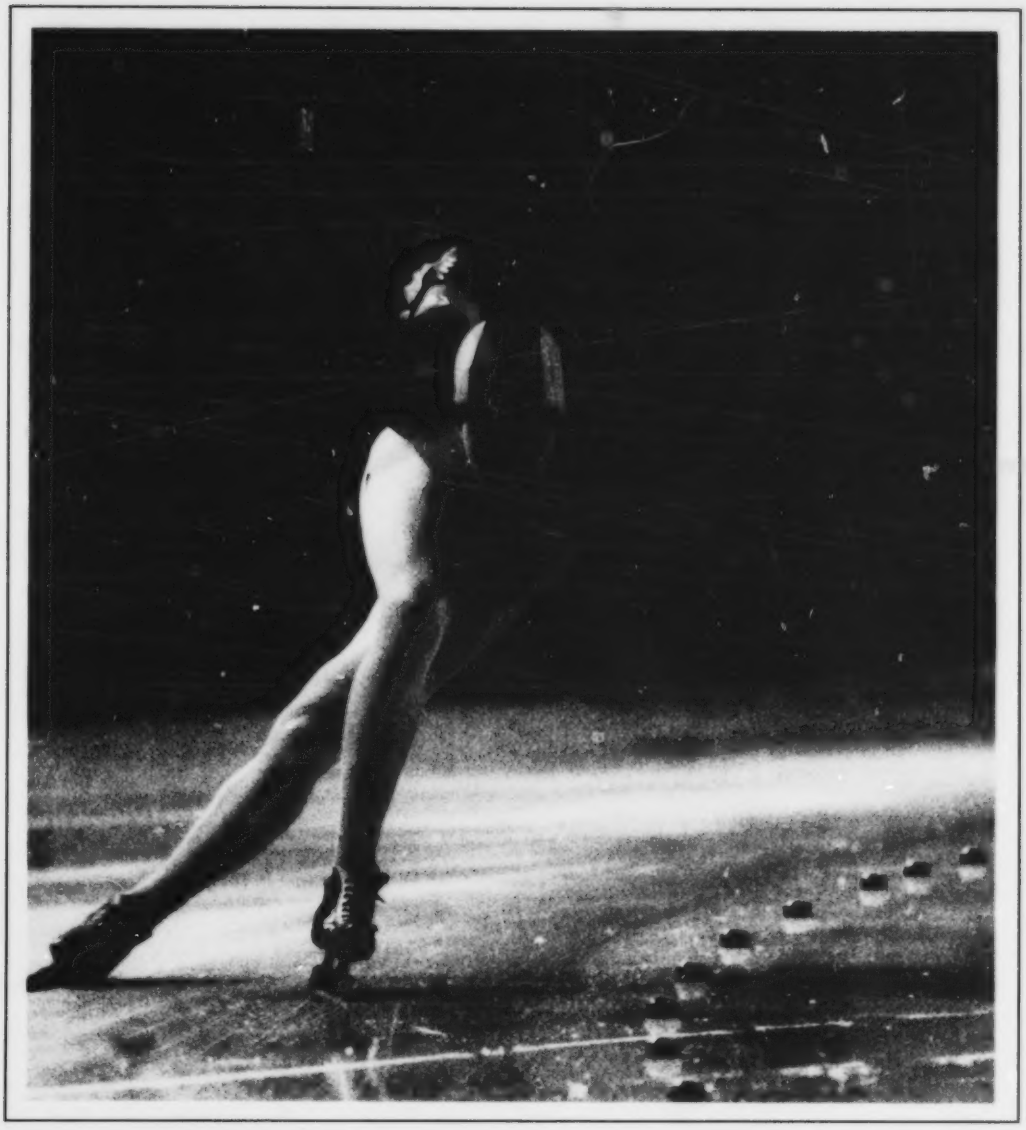
Sport For All



Alberta Sport Council
Annual Review for the Fiscai Year
April 1, 1990 - March 31, 1991

Alberta
Sport Council



Sport for All

One of the core beliefs of the Alberta Sport Council is that all Albertans, regardless of where they live or their financial status, should have the opportunity to participate in an activity of their choice. Those with the heart, ability and desire should be given the chance to achieve their full potential.

This annual review is dedicated to everyone involved in sport in Alberta — volunteers, administrators, coaches, officials, parents, media and athletes.

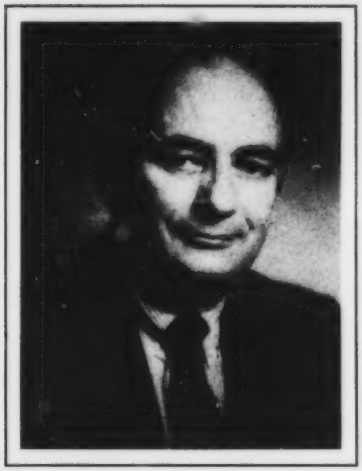
To Alberta's Sport Community and the Citizens of Alberta:

From the Minister:

This year the Alberta Sport Council marked a step forward for Alberta amateur sport. The Council cut its administration costs, became more aggressive in its fund-raising and long-term financing and focused tightly on the future. While it continued to maintain a steady number of programs and support for dozens of provincial sport associations, it also began to address the needs of indigenous and minority groups. It decentralized its use of dollars, put more money into local sport development and achieved an even greater emphasis on the grassroots. In short, it became leaner and better.

In these times of tight economic restraint, the Council, in cooperation with Alberta Recreation and Parks, is proving that it's still possible to do more if you're carrying less. This message for the sport community is consistent with the provincial government's objective of total financial responsibility at all levels.

Dr. Stephen C. West
Minister, Alberta Recreation and Parks



From the Chairman:

A healthy and happy lifestyle through sport makes for more productive citizens. Sport contributes to r .duced absenteeism, higher self-esteem, less drug abuse, suicide, school dropouts, etc.

This is not news to us here in Alberta, but it is central to the entire approach of the Alberta Sport Council this year. As a response to the "Rainbow Report," we continued to place an even greater emphasis on programs to encourage citizens in all walks of life, of all ages, and from many special interest groups to get involved in sport.

I'm proud to say we were successful. In total, more than 700,000 Albertans (28 per cent of the province's entire population) participated in our programs. That's more than one in every four Albertans. Some 445 local sport clubs benefited and almost 200 special need athletes received assistance.

But the numbers only tell part of the story. You will see the real benefits on the faces of those in the pages that follow.

J. Sherrold Moore
Chairman, Alberta Sport Council

From the Managing Director:

This was a year of continued determination and new directions for the Council. It continued to promote sport as a positive aspect of life, and one with which companies are happy to be associated.

The new direction is genuinely exciting. The Council established a sport endowment fund. Under the fund, contributions received from an individual, organization or group toward a specific sport objective can be matched 100 per cent by the Council. This money can then be put into a trust account. Interest earned on the trust account is already being used to support specific sport programs all over Alberta.

As of the end of this fiscal year, thanks to five individuals and one service club, the size of the fund stood at $170,000. Each month, with interest and new contributions, it grows larger.

While $170,000 may not sound like a lot now, this new idea has the potential to put sport in Alberta on a solid financial foundation for the future. Our dream is to make the fund large enough so that Alberta sport can one day operate off the interest it generates. In the United States, similar programs have been hugely successful and we expect equally stellar results here. Surprisingly enough, 80 per cent of those who contribute are individuals. Only 20 per cent are corporations. That's the new business of sport — individual initiatives producing team benefits.

Max Gibb,
Managing Director, Alberta Sport Council

The Alberta Sport Council: One for All

The Alberta Sport Council came into being on April 1, 1984 as a non-profit, provincial crown corporation dedicated exclusively to amateur sport. It was formed with financial support from lottery revenues to assist provincial sport associations and other members of Alberta's sport community in creating sport opportunities for hundreds of thousands of Albertans from every corner of the province. No other organization of its kind exists in Canada. Together with all the other players on Alberta's sport team, the Council helps Alberta athletes of all abilities to pursue their goals and become valuable team members. In doing so, it endeavours to provide something for everyone and give everyone something to dream about.

The "All" Attitude

The Council operates under the guiding premise that if Albertans have the desire and talent to succeed in sport, they should have the opportunity.

To fulfil that commitment, the Alberta Sport Council has adopted five primary objectives:

1. To promote and assist in the organization of Zone and Alberta Games.

2. To distribute Alberta lottery proceeds dedicated for sport in a fair and equitable manner for the benefit of all Albertans.

3. To solicit financial contributions, services and other resources from individuals, organizations, businesses and corporations for the advancement of sport in Alberta.

4. To encourage the development of programs and services for coaches, officials and athletes at all levels of ability.

5. To work in cooperation with, and in support of, provincial sport associations, communities, educational institutes and other sport-related agencies.

Some of This Year's Highlights

- Alberta placed third at the 1991 Canada Winter Games in P.E.I. — the best showing ever.
- Alberta continues to lead the way nationally in the development of the best sport delivery system in Canada.
- Caroline, Alberta native, Kurt Browning, won his third straight World Figure Skating title and was named Canada's Athlete of the Year.
- Calgary's Mark Tewksbury won a silver medal at the World Aquatic Championships in Perth, Australia in the 100-metre backstroke.
- The Canadian National Hockey Team tour vs. the Soviets was a tremendous success. It visited grassroots Alberta centres in Drumheller, Taber, Lloydminster, Fort McMurray, Grande Prairie, Barrhead and Stettler. The tournament ended in a 4 - 4 tie. Community profits for Alberta minor hockey and Alberta Games reached over $50,000.
- The Council continues to demonstrate sound fiscal policies, maximizing the contributions to sport.

1990-1991 Expense Allocations
by Strategic Objectives

Increasing Participation	$ 3,050,000.00	28.37%
Promoting Excellence	$ 2,725,000.00	25.35%
Technical Expertise	$ 2,325,000.00	21.63%
Delivery	$ 1,300,000.00	12.09%
Administration	$ 500,000.00	4.65%
Communications	$ 450,000.00	4.19%
Hosting	$ 200,000.00	1.86%
Recognition	$ 200,000.00	1.86%
Total	$10,750,000.00	100%

The Alberta Sport Council Review

Few studies in recent years have been as important to sport in Alberta as the recent Alberta Sport Council Review. In response to encouragement by the Honourable Minister of Alberta Recreation and Parks, Dr. Stephen C. West, the purpose of the review was to determine how the Council might become even more streamlined and efficient. Over a period of many months, a volunteer committee of the board conducted an exhaustive examination of the Council's entire operations, met with provincial sport associations, staff, government officials and client groups. As a result, there were dozens of recommendations on how to increase the Council's effectiveness, reduce costs and increase productivity. Some of these recommendations are already in place, others are to see action soon.

The Volunteer Review Committee:

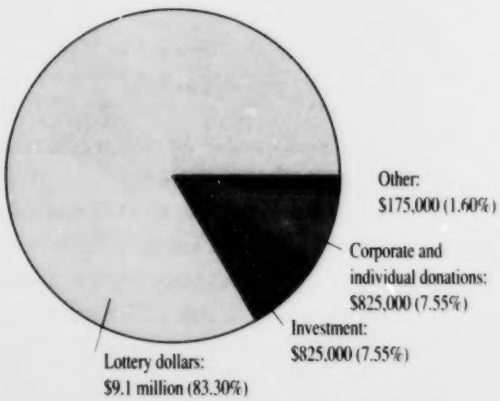
Orest Korbutt, Chair, Edmonton
Dr. John Irwin, Blairmore
Vic Juba, Lloydminster
Doug Fulford, Sherwood Park

Some of the Recommendations:

- Develop a clearer, more precise mission statement. In other words, focus even more closely on the goal.
- Develop improved linkages and communication between the Alberta Sport Council, Alberta communities and provincial sport associations.
- Put together an overall master plan.
- Involve Local Sport Development committees in fund-raising and sponsorship.
- Assume delivery and coordination of the National Coaching Certification Program in Alberta.

The Dollars in the Dream

Revenue generation in 1990-91
(Total dollars: $10,925,000)

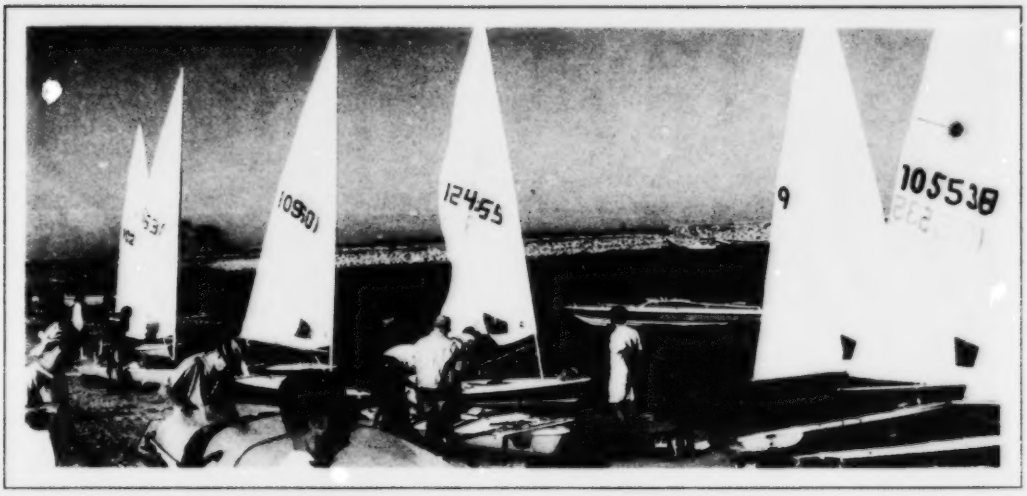


The Alberta Sport Council receives the bulk of its funding from the Alberta Lottery Fund — a total of $9.1 million in 1990 - 91. Another $1.8 million was generated through corporate sponsorship, individual donations and other revenues. These funds go directly to Alberta's 79 provincial sport associations, local sport groups and communities as well as towards the delivery of the Council's own programs.

The All in Alberta Sport

Tens of thousands of Albertans — athletes, coaches, administrators, officials and volunteers as well as groups and individuals representing the following sport groups — all of Alberta sport — received funding and program support:

Alpine Skiing - Alberta Alpine Ski Association
Amputee - Alberta Amputee Sports and Recreation Association
Athletics - Athletics Alberta
Badminton - Alberta Badminton Association
Baseball - Baseball Alberta and Little League Baseball Alberta
Basketball - Alberta Basketball Association
Baton Twirling - Alberta Baton Twirling Association
Biathlon - Biathlon Alberta
Bicycling - Alberta Bicycle Association
Bobsleigh - Alberta Bobsleigh Association
Bowhunters and Archers - Alberta Bowhunters and Archers Association
Bowling - Bowling Federation of Alberta
Boxing - Alberta Amateur Boxing Association
Broomball - Alberta Broomball Association
Canoeing - Alberta Canoe Association
Cerebral Palsy - Alberta Cerebral Palsy Sports Association
Cricket - Alberta Cricket Association
Cross Country Skiing - Cross Country Alberta
Curling - Alberta Curling Federation
Disabled Skiing - Alberta Association for Disabled Skiers
Diving - Canadian Amateur Diving Association - Alberta Section
Equestrian - Alberta Equestrian Federation
Fencing - Alberta Fencing Association
Field Hockey - Alberta Field Hockey Association and Alberta Women's Field Hockey Association
Figure Skating - Canadian Figure Skating Association - Alberta Section
Football - Football Alberta
Freestyle Skiing - Alberta Freestyle Skiing Association
Golf - Canadian Ladies Golf Association - Alberta Branch; Alberta Golf Association
Gymnastics - Alberta Gymnastics Federation
Handball - Alberta Handball Association



Hang Gliding - Alberta Hang Gliding Association
Hearing Impaired - Alberta Deaf Sports Association
Hockey - Alberta Amateur Hockey Association
Horseshoe Pitching - Alberta Horseshoe Pitchers Association
Judo - Alberta Kodokan Black Belt Association
Karate - Karate Alberta
Lacrosse - Alberta Lacrosse Association
Lawn Bowling - Lawn Bowls Association of Alberta
Luge - Alberta Amateur Luge Association
Modern Pentathlon - Alberta Modern Pentathlon Association
Netball - Alberta Netball Association
Orienteering - Alberta Orienteering Association
Sport Parachuting - Alberta Sport Parachuting Association
Racquetball - Alberta Racquetball Association
Rhythmic Gymnastics - Alberta Rhythmic Sportive Gymnastics Federation
Ringette - Ringette Alberta
Rowing - Alberta Rowing Association
Rugby - Alberta Rugby Association
Sailing - Alberta Sailing Association
Shooting - Alberta Federation of Shooting Sports
Ski Jumping & Nordic Combined - Alberta Ski Jumping and Nordic Combined Association
Soaring - Alberta Soaring Council
Soccer - Alberta Soccer Association
Softball - Alberta Amateur Softball Association
Special Olympics - Alberta Special Olympics
Speed Skating - Alberta Amateur Speed Skating Association
Squash - Squash Alberta
Swimming - Swim Alberta
Synchronized Swimming - Synchro Swim Alberta
Table Tennis - Alberta Table Tennis Association
Tae Kwon Do - Alberta Tae Kwon Do Association
Team Handball - Alberta Team Handball Federation
Tennis - Tennis Alberta
Triathlon - Alberta Triathlon Association
Visually Impaired - Alberta Sports and Recreation Association for the Blind
Volleyball - Alberta Volleyball Association
Water Polo - Alberta Water Polo Association
Water Skiing - Water Ski Alberta
Weightlifting - Alberta Weightlifting Association
Wheelchair Sports - Canadian Wheelchair Sport Association - Alberta Section
Wrestling - Alberta Amateur Wrestling Association

The following groups, which represent many sports, also received funding and program support:
Alberta Schools Athletic Association
Alberta Colleges Athletic Conference
Alberta Universities Athletic Association
Sport Medicine Council of Alberta
Alberta Senior Citizens Sport and Recreation Association

Programs to Increase Participation Opportunities

One of the Council's foremost objectives is to ensure that the benefits of sport participation are readily available to all Albertans regardless of age, ability or place of residence.

Without the involvement of large numbers of athletes, coaches, officials and organizers at the local level, amateur sport as a whole cannot develop. The commitment to sport demonstrated by people in every community is what keeps Alberta's amateur sport base broad and strong.

This year the Alberta Sport Council continued to expand its grassroots base by involving Albertans in the following programs.

Alberta Summer and Winter Games

Athletes qualify for Alberta Games through playoffs or zone games in each of the Alberta Sport Council's eight provincial zones. Summer Games are held during odd-numbered years and Winter Games during even-numbered years. Each Alberta Games host community receives a $290,000 operating and cultural grant from the Council.

Although no Alberta Summer and Winter Games were held this fiscal year, a substantial amount of organizational work took place toward the 1991 Summer Games in Stettler August 7 - 11, 1991 and the 1992 Alberta Winter Games in Fort McMurray February 27 - March 1, 1992.

Hinton Hosts a Terrific Seniors Hoedown

August 22 - 25, 1990, the coal mining, pulp and lumber town of Hinton, some 300 kilometres west of Edmonton, hosted one of the most successful Seniors Games ever. Over 1,000 seniors, 55 years and over, flocked into town to participate in 26 activities ranging from darts, disking and carpet bowling to swimming, table tennis, track and field and cribbage. All activities ran according to schedule despite rain and below average temperatures. It was the sixth time the Games have been held. There were many highlights:

- Over 25,000 seniors were involved through in-house, area and zone playoffs as well as zone games designed as qualifying competitions for the Games. The Alberta Senior Citizens Sport and Recreation Association played a crucial role in these ongoing competitions.
- The Games were preceded by a Canadian Western Natural Gas/Northwestern Utilities "Blue Flame" torch relay. It saw almost 600 seniors and 16 volunteers shepherd a torch from Vermilion, the site of the last Alberta Seniors Games in 1988, 600 kilometres to Hinton. The event took place for two weeks leading up to the Games.
- The other major sponsors of the Games were Weldwood of Canada, Pepsi, Labatt's, A.G.T., Canadian Western Natural Gas and Northwestern Utilities, the Town of Hinton and Alberta Lotteries.
- The oldest participant was 90. He was Harold Rogers, of Zone 5, a competitor in horseshoes.
- Due to a lack of hotel space, Hinton was the first community to make extensive use of billeting participants with local residents. At first, the idea met with a luke-warm response from the 300 - 400 seniors involved (one-third of the participants), but ended with the endorsement of everyone. Innumerable friendships were formed, many of which will be lifelong.
- On the first day of the tennis competition, rain forced the event indoors. Within just two hours of the decision to move inside,

volunteers had put up two courts in Hinton's curling rink.

- To make space for the hundreds of recreational vehicles in which many of the seniors travel, Games' organizers turned an unused subdivision into a campground capable of housing 300 campers.
- The Games modest "Dial-a-Bus" shuttle bus program quickly mushroomed into a massive, town-wide joint venture which saw citizens act as spontaneous taxi drivers for anyone who needed a ride. The result was that there were never any lineups or waiting.
- In addition to sports competitions, the Games also featured a substantial cultural component. Over 200 entries were received in handicrafts and creative writing.
- Cold and rainy conditions on the final day did not deter a very hotly contested slowpitch finale. Participants on both sides bundled up in gloves and long underwear.
- The Games' winning zone was Edmonton, Zone 6. It won the Seniors Cup.
- The most improved zone was Parkland, Zone 4. It received the Lt. Governor's Cup — the first time it had been awarded.
- The wrap-up dance on the final night saw over 1,500 people jammed into the town's adjoining arenas. Such was the euphoria inside that for safety reasons, security officials had to stop dancing in the bleachers. It was wall-to-wall fun and standing room only.
- The Games led to a lasting legacy for sport and recreation in Hinton. An endowment fund was formed by the Recreation, Sport and Culture Society, Weldwood of Canada and the Town of Hinton with specific fund-raising to follow from the Society itself.
- The next Alberta Seniors Games are to take place August 19 - 22, 1992 in Medicine Hat.

Through this program, thousands of athletes a year are introduced to specific sports for the first time or are assisted in upgrading their skills in a sport which they already enjoy. For those athletes financially unable to attend a camp, funding is available through the Council's scholarship program.

- 1,325 participants from 184 different municipalities received scholarships.
- 28 sports participated in the program.
- 78 different sport camps received approval for Sport Outreach Training Scholarships.
- A total of $122,530 was allocated.

Local Sport Development Projects

Through this program, local sport groups can apply to the Alberta Sport Council for funding towards equipment purchases, coaching services and other worthwhile projects. During the 1990-91 year, 454 applications for Local Sport Development Projects were approved for a total of $1,110,661.

Examples:
Zone 1 - The Westcastle Alpine - Alberta Association for Disabled Skiers (Lethbridge), received $5,000 towards the purchase of mono-skis, outriggers and a sledge for the disabled learn-to-ski and ski development programs.

Zone 2 - Carolynn Tooth of Sundre received $650 towards her training costs in the sport of luge.

Zone 3 - The Calgary Rowing Club received $7,140 towards the purchase of rowing ergometres and heart rate monitors for dryland training.

Zone 4 - The Sylvan Lake Regional Sailing Club received $3,000 towards the purchase of Laser sailboats for the junior sailing program.

Zone 5 - The Clyde Curling Club received $2,500 towards the purchase of junior curling rocks.

Zone 6 - The Edmonton Soccer Association received $3,486 towards the purchase of portable soccer goals, soccer nets, and corner flags for the soccer program.

Zone 7 - The Saddle Lake Band Tae Kwon Do Club received $2,000 towards the purchase of safety equipment for the tae kwon do program.

Zone 8 - The Canadian Paraplegic Association - Grande Prairie Division received $10,000 towards the purchase of sport wheelchairs for the wheelchair basketball program.

Innovative Projects

The purpose of this program is to support selected sport development activities at the provincial level and to respond to the needs of provincial sport associations which may arise throughout the year.

Examples:

- Hockey Canada received $5,000 for the expansion of its video development program in the International Hockey Centre of Excellence at the Olympic Saddledome in Calgary.
- Football Alberta received $4,768.50 to assist in the staging of the 1990 inaugural Senior Bowl high school all-star football game at Commonwealth Stadium, in Edmonton, in July 1990.
- The Alberta Bobsleigh Association received $2,000 to hire a world-class coach for a clinic at Canada Olympic Park for Alberta athletes.

Programs to Develop Technical Expertise

- Coaching Clinics
- Officials Clinics
- Master Coach and Official
- Talent Identification
- Training High Performance Athletes
- Western Canadian and Canadian Championships
- Sport Outreach Clinics

Like athletes, coaches and officials must also receive a solid grounding in the fundamentals. In order to enhance the sport system, these people require a means to stay in touch with the latest developments in sport programming and technical skills.

Athlete Development

Every provincial sport association (79) recognized by the Alberta Sport Council received funding during the year for the implementation of programs to develop athletes in their particular sport.

This year $1.3 million of lottery funding was used by the provincial sport associations for awareness and participation, for identifying potential athletes, and for training and competition opportunities for our developing and provincial athletes.

Leadership Development

Support was provided to every provincial sport association to conduct programs for the development of coaches and officials. To act as strong leaders in the sport system, coaches and officials must stay in touch with the latest developments in sport programming and technical skills.

In excess of half-a-million dollars was utilized to conduct coaching clinics, officials' clinics, and to provide educational opportunities for Alberta coaches and officials at the national and international levels.

National Coaching Certification Program

This program, coordinated by the Coaching Association of Canada (CAC), provides upgrading courses for volunteers and professional coaches. The Council encourages members of provincial sport associations to attend technical, practical and course conductor clinics. This year the following courses were conducted with outstanding attendance:

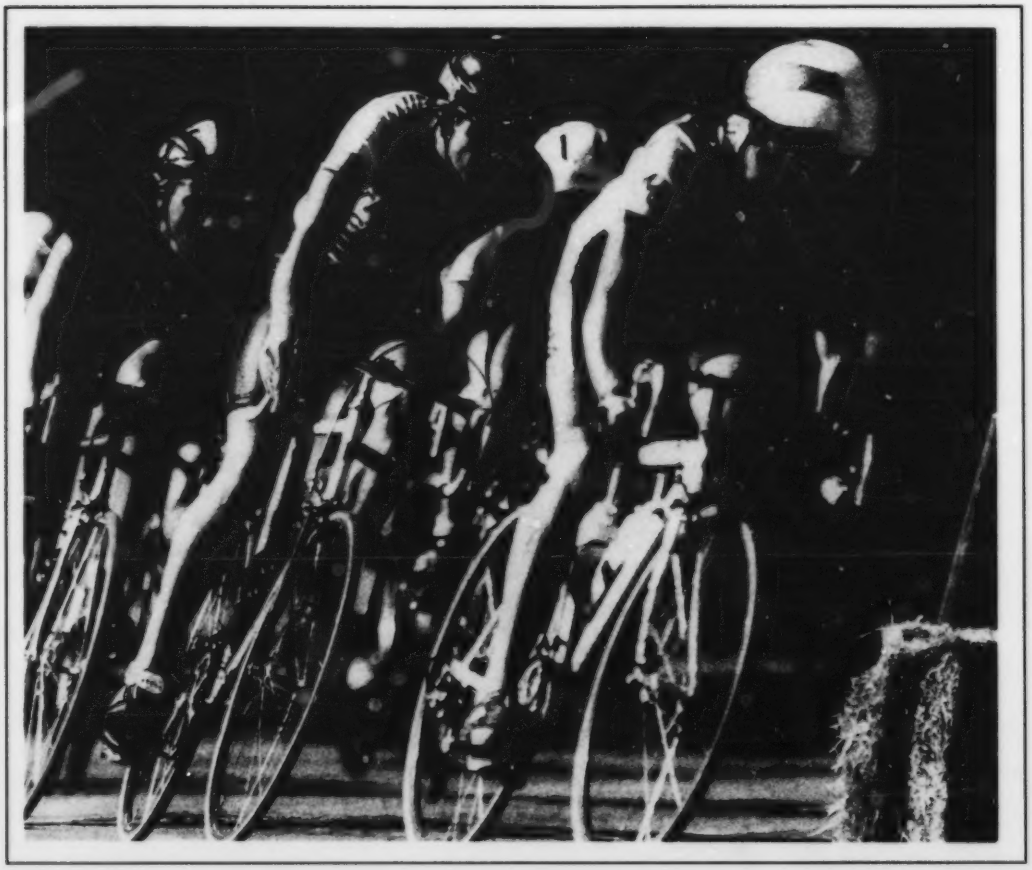
- Level 1 Theory - 95 courses, 1,551 participants
- Level 2 Theory - 45 courses, 720 participants
- Level 3 Theory - 8 courses, 80 participants

As well, there were courses completed to train course conductors in NCCP theory. They yielded the following results:

- Theory Course Conductor Courses - 62 participants
- Master Course Conductor Courses - 5 participants
- Newly Trained Course Conductors - 11 participants

"They're Calling You Coach"

In a joint venture with the Alberta Energy Company, the Alberta Sport Council and Alberta Recreation and Parks, introduced an exciting new



coaching booklet this year. Entitled "They're Calling You Coach," the booklet is aimed at beginner coaches. It provides valuable information on the roles and responsibilities of a coach, plus many more topics. It is hoped it will whet the appetite of coaches so they will want to take courses in the National Coaching Certification Program.

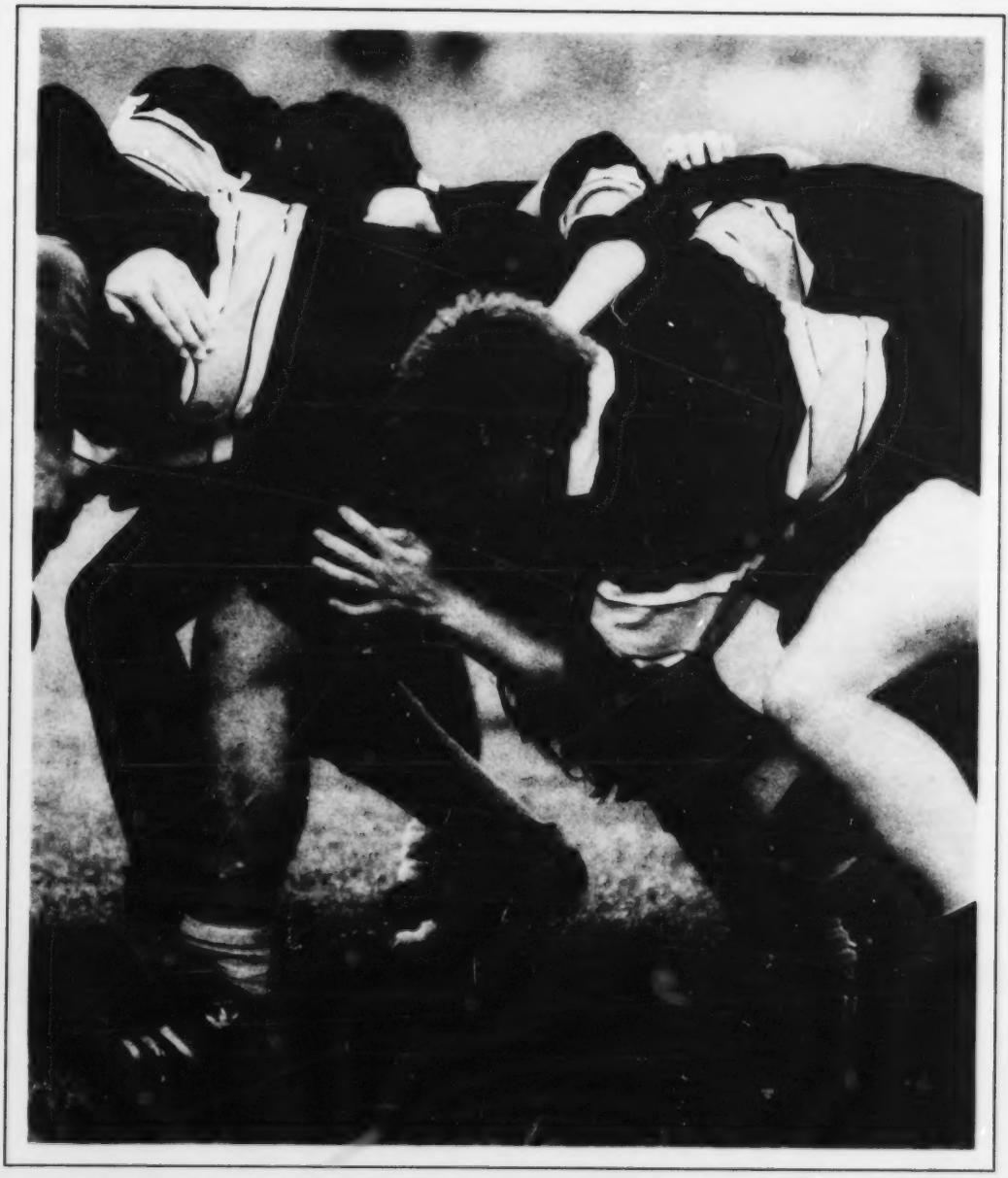
Hiring Professional Technical Staff

Through this program, support funding is provided to provincial sport associations for hiring technical experts in their sports. A total of 81 individuals were supported. These individuals were employed as technical directors, program directors/coordinators, and provincial coaches.

Coaches' Symposium

The fourth annual Provincial Coaches Symposium was held October 11 - 13, 1990 in Calgary. Designed to provide Alberta's top coaches with an opportunity to exchange critical coaching information, this year's symposium attracted 151 delegates from 40 sports. This year's Coaching Recognition Award recipients were:

- Paul Hortie, of Edmonton, (posthumously), for boxing.
- Max Gartner, of Calgary, for alpine skiing.
- Donna Rudakas, of Calgary, for basketball.
- Herb Flewwelling, of Edmonton, for diving.
- Les Gramatik, of Calgary, for athletics.



Programs to Promote Excellence

Albertans have always taken great pride in our athletes who have achieved excellence in sport. Along with the Council's grassroots programs for mass participation, and through special funding, we also provide continual opportunities for improvements in coaching, technical expertise and competition for our best developing athletes.

Canada Games Enrichment

Support was provided for 44 associations to prepare athletes and coaches for competition in the 25 sports of the 1990 Western Canada Games in Winnipeg and the 19 sports of the 1991 Canada Winter Games in P.E.I. Funding was directed toward testing and evaluation of athletes, development camps and competitive opportunities, equipment purchases and uniforms.

Examples:

(1) To prepare themselves for their ringette competitions at the Canada Winter Games, Alberta ringette athletes were involved in a four-province, pre-Games tournament consisting of 25 games in British Columbia, Alberta, Saskatchewan and Manitoba. The preparations paid off. Alberta's ringette team won the gold medal at the Canada Winter Games.

(2) Alberta's male hockey players took an even more ambitious approach to their involvement in the Canada Winter Games. They were involved in a three-year long talent identification program designed to select the best 23 amateur hockey players in Alberta. In all, a staggering 1,800 Albertans vied for positions. In the end, Alberta won the silver medal in men's hockey at the Canada Winter Games.

Canada Winter Games

Alberta's Canada Winter Games team recorded its best showing ever at the Canada Winter Games, February 17 - March 2, 1991 in P.E.I.

When all the points were tallied after competition in 19 sports, Alberta had captured the team bronze medal. The gold medal went to Ontario and the silver to Quebec.

Alberta achieved gold medal performances in:

Ringette
Women's Shooting
Men's Biathlon
Women's Hockey

The province captured silver medals in:

Women's Biathlon
Men's Curling
Men's and Women's Fencing
Men's Hockey

Bronze medals were earned in:

Boxing
Synchronized Swimming

At the last Canada Winter Games in 1987, Alberta placed 5th.

The next Canada Games will be the Canada Summer Games, August 8 - 21, 1993 in Kamloops, B.C.

The Alberta Athlete Development Program

This program provides financial assistance to Alberta's top developing athletes as selected by their provincial sport associations. It is used to assist them in achieving national ranking by helping offset personal costs while training and competing.

- Support was provided to 57 sports that identified a total of 856 high performance athletes (328 females and 528 males). Two levels of assistance ($1,200 and $750) were available depending on an athlete's level of excellence and commitment to training.
- In addition, 160 athletes (51 females and 109 males) received a total of $120,425 to assist them with extraordinary training or competition costs as part of a "special needs" program.

Sport Training Centres

Funding is provided to provincial sport associations to help establish provincial, regional, and national training centres in Alberta.

- Five centres were supported during 1990-91 which allowed national and provincial level athletes and coaches to train in the best possible environment. The centres also provided an opportunity for Alberta athletes to rub shoulders with national team members.
- At the Western Canadian regional level, a soccer centre was established in Edmonton. At the provincial level, there were track and field centres in Edmonton and Calgary. Three national centres were also supported in the sports of badminton, hockey and volleyball.

Opportunities for the Development of Athletes With Disabilities

This program is designed to provide assistance for the encouragement, development and promotion of physically challenged athletes.

Examples of projects funded during 1990-91 include:

- Special Olympics and swimming to develop and implement an integrated leadership program.
- Wheelchair Sports to purchase specialized training equipment.
- Blind Sports to implement specialized training programs.

Intersport

The 12th Intersport Conference was held April 26 - 28, 1990 at the Capri Centre in Red Deer. The theme of the conference was "Navigating the 90s" which featured three keynote speakers and twenty educational sessions. During the sessions, members of provincial sport associations had an opportunity to meet with senior managers of Alberta Recreation and Parks and board members of the Alberta Sport Council. Two hundred and seventy-five delegates representing 55 provincial sport associations, 16 municipalities, 5 zone intersports and 10 provincial recreation associations were involved in the conference. Thanks to support from the corporate sector, the conference finished with a small surplus.

Three hundred and eighty people attended the Minister's Banquet, where eight Albertans received the 1990 Sport Volunteer Recognition Awards:

- Clarence Metzger, of Beiseker, hockey and baseball.
- Reudi Setz, formerly of Calgary, biathlon (granted posthumously).
- Gordon Talbot, of Edmonton, nordic skiing.
- Klaas Schipper, of Calgary, speed skating.
- Elsie Barlow, of Edmonton, softball and speed skating.
- Colin Field, of Edmonton, squash.
- Thelma Coutts, of Lethbridge, golf and curling.
- Dr. Robert Steadward, of Edmonton, disabled sports.

Community Sport Conferences

Zone 4 - Innisfail hosted Zone 4's Intersport conference on April 7. The keynote speaker was Rick Worman, a quarterback with the Edmonton Eskimos. Also in attendance were Jeff Viola, a member of Canada's national freestyle ski team, and Dale Toogood, chairman of the 1990 Alberta Winter Games in Camrose.

Zone 6 - In the largest grassroots sport conference involving coaches and administrators, Edmonton's sport conference April 6 and 7 consisted of a

coaching conference and a sport administrators intersport workshop. The theme was "Focus on Fair Play: A Thrust of the 90s." Ninety people attended the conference at the Edmonton Inn.

Hosting Program

Many benefits accrue to a community which hosts major games and events. They include a legacy of programs, services, and experiences which remain long after the event is completed.

During 1990-91, the Council supported a total of 26 events: 15 Western Canadian Championships and 11 International Championships.

Fund-Raising

A major priority of the Alberta Sport Council is the development and maintenance of a stable, diverse and flexible financial base for sport. The Council's Sport Marketing Division coordinates the fund-raising function. It includes everything from corporate donations and endowment programs to planned giving.

The Council's major source of funding is the Alberta Lottery Fund. It provides approximately 83 per cent of the Council's support. As well, strategies have been designed to foster long-term, mutually beneficial partnerships between Alberta's business community and amateur sport.

The 1990-91 year saw an expansion of initiatives to include the endowment program, which provided individuals and organizations with an opportunity to place sums of money in trust with the Council. The interest is used to fund a variety of projects.

Our Major Corporate Sponsors

AGT Ltd.
Canadian Western Natural Gas Co. Ltd./
Northwestern Utilities Ltd.
Alberta Energy Company Ltd.
Amoco Canada Petroleum
Nova Corporation of Alberta
Pepsi-Cola Canada

Official Suppliers/Contributors

Alberta Natural Gas
Andres Wines (Alberta) Ltd.
Canada Safeway
Labatt's Alberta Brewery
Canadian Airlines International

Sports Fund

Individuals and businesses in the province contributed $605,434 to sport through the Council's Sports Fund program. These dollars went directly to support Alberta's provincial sport associations, Zone Games and Alberta Games.

Communications

For Alberta's sport delivery system to be effective, there must be consistent communications amongst all partners, including the general public. This year the Council's contribution to this communications network included the following:

- Adoption of a new slogan and mission statement. The Council's new theme became "Sport for All."
- 1990 Alberta Seniors Games results, a list of Seniors Games participants, scholarship recipients from each constituency, Local Sport Development funding allocations and coming events information were distributed to provincial government representatives.
- The Alberta College of Art Public Advertising Program in Calgary provided provincial sport associations with artwork for event promotions and agency identification purposes.
- A promotional package was produced for the 1990 Alberta Seniors Games. The package consisted of a poster, brochure and rules book. It was distributed to community centres, recreation boards, municipalities, sport facilities, tourist information centres, Alberta Treasury Branches, Alberta Lotteries retailers, and Alberta Senior Citizens Sport and Recreation Association centres.

Inductees to Alberta Sports Hall of Fame

The Alberta Sports Hall of Fame and Museum is a tribute to Alberta's athletes and sport builders. It honours those who have brought distinction to Alberta and to themselves through their achievements in competition or through years of meritorious service.

This year there were seven inductees:

- Reg Kesler, rodeo star, Canadian all-round champion at the Calgary Stampede in 1949 and 1950.
- Bill McGrandle, boxer, many amateur titles and a Canadian professional title.
- William (Deacon) White, a baseball, football and hockey builder in the early 1900s.
- Clarence Servold, an international caliber participant in cross country skiing and nordic combined in the late 1950s and early 1960s.
- Eddy Mark Shaske, a member of the Canadian national and world shooting teams throughout the late 1970s and early 1980s.
- Jack Kenyon, a basketball builder at Calgary's Mount Royal College.
- Joseph Kryczka, a hockey builder in Calgary and across Canada.
- Larry Wood, recipient of the Bell Memorial Media Award for outstanding coverage of amateur sport.

Volunteers - The All Behind the Action

The Alberta Sport Council has a small staff, but its bench strength is enormous thanks to thousands of volunteers. All are dedicated, hard working people with a proven commitment to the Council and its goals. Some officiate at events, others act as committee members or sit on the Council's board of directors.

Board of Directors
J. Sherrold Moore, Chair, Calgary
Don Moore, Vice-Chair, Red Deer
Gary Belecki, Calgary
Kelly Blackshaw, Calgary
Ches Dicks, Fort McMurray
Joan French, Calgary
Doug Fulford, Sherwood Park
Dr. John Irwin, Blairmore
Vic Juba, Lloydminster
Orest Korbutt, Edmonton
Jack McAvoy, Manning
A.J. ("Perky") McCullough, Grande Prairie
Al Qually, Olds
Gwen Smith, Edmonton
Robert Young, Calgary
Julian Nowicki, Deputy Minister, Alberta Recreation and Parks, Edmonton
Max Gibb, Secretary to the Board and Managing Director, Alberta Sport Council, Calgary

Marketing Committee Members
Doug Fulford, Chair, Sherwood Park
Kelly Blackshaw, Vice-Chair, Calgary
Alan Willis, Stettler
Dick Wilson, Calgary
Marilyn Haley, Red Deer
Perky McCullough, Grande Prairie
Alf Fischer, Calgary
Bob Young, Calgary

Games & Competitions Committee
Vic Juba, Chair, Lloydminster
Dr. John Irwin, Vice-Chair, Blairmore
Don Moore, Red Deer
Val Olekshy Greenslade, Edmonton
Dale Toogood, Camrose
Ellen Lefsrud, Viking
Ron Urton, Calgary
Dwight Ganske, Alberta Recreation and Parks, Edmonton

Technical Development Committee
Orest Korbutt, Chair, Edmonton
Doug Fulford, Vice-Chair, Sherwood Park
Jean Proft, Barrhead
Kelly Kryczka Irwin, Calgary
Al Qually, Olds
Arlene McGinn, Calgary
Darwin Park, Spruce Grove
Jack McAvoy, Manning
Murray Finnerty, Alberta Recreation and Parks, Edmonton

Cultural Advisory Committee
Alice Kulak, Chair, Edmonton
Janet Tizzard, Hinton
Bob Willis, Stettler
Brenda Ritz, Vermilion
Carol-Lee Eckhardt, Grande Prairie
Don Hutchinson, Camrose
Suan Kankkunen, Fort McMurray
Jane McKay, Medicine Hat
Ron duFort, Alberta Culture, Calgary

Alberta Sports Hall of Fame and Museum Committee
Dr. Herb McLachlin, Chair, Edmonton
Ken Hammer, Vice-Chair, Red Deer
Rick Schott, Calgary
Ken Newans, Calgary
Marty Knack, Edmonton
Enid Pepper, Lethbridge
Wayne Lalor, Red Deer
Dr. Gerald Redmond, Edmonton
Gretchen Ghent, Calgary
Annabelle McLean, Calgary
Gary Belecki, Calgary

Hinton - 1990 Alberta Seniors Games Board of Directors
Dianne Erickson, Chair
Rosalie Golder, Vice-Chair
Bruce Deal, Administration
Viggo Nielsen, Food
Lorraine Trocher, Accommodations
Roger Brassard, Facilities
Alan Clark, Registration/Results
Ron Lukasiewich, Sport
Delores Woods, Protocol
Bill Miller, Safety/Communications
Bill Robson, Friends of the Games
Jack Williams, Promotion
Janet Tizzard, Culture
Fred Rhodes, Transportation
Grace Champion, Seniors Liaison

Zone Committees

Zone 1 - Sunny South
Dr. John Irwin, Chair, Crowsnest Pass
Shari Reimer, Manyberries
Keith Boquist, Brooks
Bill Powlyk, Nanton
John Pryde, Alberta Recreation and Parks, Lethbridge
Malcom Kano, Alberta Sport Council, Lethbridge

Zone 2 - Big Country
Al Qually, Chair, Olds
Gerry Percy, Banff
Marg Trachsel, Strathmore
Bill Cunningham, Trochu
Guy Sunada, Alberta Recreation and Parks, Cochrane
Dave Turnbull, Alberta Sport Council, Olds

Zone 3 - Calgary
Joan French, Chair, Calgary
Dick Molyneaux, Calgary
Gordon Anderson, Calgary
Gary Belecki, Calgary
Guy Sunada, Alberta Recreation and Parks, Cochrane
Roger Wolfe, Alberta Sport Council, Calgary

Zone 4 - Parkland
Don Moore, Chair, Red Deer
Melody Davidson, Castor
Mary Rains, Lacombe
Barry Findlater, Red Deer
Terry Vaughan, Alberta Recreation and Parks, Red Deer
Linda Simpson, Alberta Sport Council, Red Deer

Zone 5 - Black Gold/Yellowhead
Doug Fulford, Chair, Sherwood Park
Don Sales, Jasper
George Bergquist, Drayton Valley
Clarence Truckey, Westlock
Dianne Johnson, Alberta Recreation and Parks, Stony Plain
Donna Sokolik, Alberta Sport Council, Stony Plain

Zone 6 - Edmonton
Gwen Smith, Chair, Edmonton
Bill Butler, Edmonton
Audrey Ackroyd, Edmonton
Cal Maj, Edmonton
Dianne Johnson, Alberta Recreation and Parks, Stony Plain
Brent McFarlane, Alberta Sport Council, Edmonton

Zone 7 - Northeastern Alberta
Ches Dicks, Chairman, Fort McMurray
Vic Juba, Lloydminster
Parish Tung, Heinsburg
Ellen Lefsrud, Viking
Barry Romanko, Alberta Recreation and Parks, St. Paul
Brad Kotowich, Alberta Sport Council, Lloydminster

Zone 8 - Peace Country
Jack McAvoy, Chair, Manning
Lew Johnson, Peace River
Perky McCullough, Grande Prairie
Dennis Aspeslat, Grimshaw
Bob Shillington, Alberta Recreation and Parks, Grande Prairie
Kevin Arnsdorf, Alberta Sport Council, Grande Prairie

How We Operate

The Council has an administrative office in Calgary, a technical development office in Edmonton and eight zone offices.

Head Office
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CALGARY, Alberta T2P 3P4
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10045 - 111th Street
EDMONTON, Alberta T5K 1K4
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Zone 1 - Sunny South
406 Administration Building
909 - 3 Avenue North, Bag Service #3014
LETHBRIDGE, Alberta T1J 4C7
Telephone: (403) 381-5441

Zone 2 - Big Country
Provincial Building,
Box 2572, 5030 - 50 Street
OLDS, Alberta T0M 1P0
Telephone: (403) 556-4302

Zone 3 - Calgary
Box 2100, Station M
Calgary Parks & Recreation,
4th Floor, Public Building,
205 - 8 Avenue S.E.
CALGARY, Alberta, T2P 2M5
Telephone: (403) 268-5288

Zone 4 - Parkland
Provincial Building, 4920 - 51 Street
RED DEER, Alberta T4N 6K8
Telephone: (403) 340-5529

Zone 5 - Black Gold/ Yellowhead
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STONY PLAIN, Alberta, T0E 2G0
Telephone: (403) 963-9158

Zone 6 - Edmonton
10320 - 102 Avenue
Box 2359,
EDMONTON, Alberta, T5J 2R7
Telephone: (403) 496-4920

Zone 7 - Northeastern Alberta
Provincial Building, 5124 - 50 Street
LLOYDMINSTER, Alberta T9V 0M3
Telephone: (403) 871-6430

Zone 8 - Peace Country
Provincial Building, 10320 - 99 Street
Room 1701,
GRANDE PRAIRIE, Alberta T8V 6J4
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